

**CITY OF DELTONA, FLORIDA
ECONOMIC DEVELOPMENT COMMERCE PARK & MICRO-INCUBATOR STUDY
SUB-COMMITTEE MEETING
FRIDAY, AUGUST 10, 2012**

A Regular Meeting of the Economic Development Commerce Park & Micro-Incubator Study Sub-Committee was held on Friday, August 10, 2012 in the City of Deltona's 2nd Floor Conference Room at 2345 Providence Blvd., Deltona, Florida.

1. CALL TO ORDER:

The meeting was called to order at 3:32 p.m. by Chairman Braddy.

2. ROLL CALL:

Chairman	Roy Braddy	Present
Vice Chairman	John "Jack" Kesler	Present
Sub-Committee Member	Joe Cerrato	Absent (Excused)
Sub-Committee Member	Bob Desmond	Present
Sub-Committee Member	Jean Guida	Present
Staff Liaison	Jerry Mayes	Present

Also present: John Kizer, Volusia County Dept. of Economic Development, Paul Lewis, Lois Lewis, Jeff Kemp and Rose Kemp, residents.

Chairman Braddy called for the Pledge of Allegiance to be recited to begin the meeting.

3. APPROVAL OF MINUTES & AGENDA:

A. Adoption of the Minutes – July 13, 2012:

Chairman Braddy asked if everyone had a chance to review the minutes from July 13, 2012 and if there was any discussion; if not a motion is in order. Ms. Guida pointed to Page 1, Line 47 DEDAB was spelled DEDAD.

Motion was made by Mr. Kesler, seconded by Ms. Guida to approve the minutes for July 13, 2012 with the correction.

Motion carried with members present voting unanimous.

B. Additions or Deletions to the Agenda:

4. WELCOME OF GUESTS & PUBLIC:

5. CITY LIAISON REPORT:

A. Report on sub-Committee request to Commission (August 6, 2012 Commission Meeting):

Mr. Mayes reported that Mr. Desmond attended the City Commission Meeting and gave the DEDAB report and as requested by the Commerce Park & Micro-Incubator Study Sub-Committee he asked the Commission to put the Commerce Park task in abeyance for 18 months and grant an additional task of conducting a study of the lakeside area for economic development. He stated the Commission accepted the report but asked that the task be discussed at a workshop on September 10th at 4:30 p.m. in the 2nd Floor Conference Room and he encouraged everyone to attend. He stated his second item was that Mr. Welch had resigned from both the DEDAB and the Commerce Park & Micro-Incubator Study Sub-Committee due to business reasons and at that same meeting Commissioner Herzberg had appointed Mr. Dustin Oehler who is on the Educational & Medical Sub-Committee to replace him on DEDAB.

6. OLD BUSINESS:

A. Public Sector Participants' Contributions: None

7. NEW BUSINESS:

A. Guest speaker – Chris Bowley, City of Deltona Director of Planning & Development Services to Discuss the CRA:

Mr. Bowley began by stating the CRA concept he is presenting today had not gone before that City Commission as of this time but is scheduled for a workshop meeting on August 23rd in the 2nd Floor Conference Room at 4:30 p.m. He stated what he will be presenting to the Commission is a little more in detail than what he will be presenting today. He stated the document is called "Findings of Necessity" which is the first step according to Florida Statutes you would need to take in determining whether you have a potential to have a CRA. He stated you must go through the list of criteria to determine whether blight exists or not; so in applying that methodology you have to look citywide and through discussion decide on an area. He stated one other determination to be made is who pays for the infrastructure and how does it get installed to the benefit of the City to operate as a city. He stated that responsibility shifts with the real estate market such as when the market is up it would tend to shift to the private sector for the capital improvement program. He added when the market shrinks it would fall on the government to consider it for the health, safety, benefit and welfare of the community. He stated as a result of the market being down for the past 5 years it would fall back on the communities to make ourselves viable, strong and sustainable for our residents. He pointed out that Deltona was an unincorporated area in the beginning and he referred to the area noted on the map as the first area of Deltona Lakes under the County of Volusia. He stated as a result the building permits and certificates of occupancy in that area currently exist with the County; so recognizing that fact they were looking at all of the 41 sq. miles within the City's boundaries and this area has the greatest need to establish the first CRA in the City. He added this is the oldest area at 50 years old and is falling into the greatest disrepair; there has been a lot of research done to date to determine if Deltona Boulevard is the right area. He stated one thing that came in loud and clear was the term "functional obsolescence" meaning it just doesn't work. He gave an example that we can all drive that area and point to the same building and get a different opinion but if you were to try to turn into that property and the apron is cracked and broken that is considered "functional obsolescence". He stated if you concentrate on making the corridor function then we definitely have a case here for a CRA. He stated this is only a proposal at this point but we had to start looking at the criteria and there are 14 different indicators; of those 14 there are 12 present in the proposed CRA. He stated the purpose of this CRA is to get reinvestment back into this corridor and we are looking at it as a reinvestment in the City and the County with this reinvestment being confined to the boundaries of the CRA and not just to the general fund. He stated the CRA would address the outdated development pattern of buildings that are setback off the street, the infrastructure deficit, add water and sewer upsizes and provide enhanced landscaping. He stated the City is blessed with 3 interchanges and a tremendous amount of frontage on I-4 which is a huge benefit. He concluded his presentation reminding everyone that this development would be in addition to the development taking place in the activity center with the difference being that the CRA would be reinvestment in the community and asked if there were any questions. Mr. Mayes asked Mr. Bowley to address the widening of East Normandy Blvd. Mr. Bowley stated there was a study done some time ago that looked at the intersection of Normandy Blvd. and Deltona Blvd. that provided a couple of alternatives; one was to realign the Deltona Blvd. intersection with Normandy so that the flow continues onto Normandy up to Saxon and the other was a round-about concept that was offered but you would need to take homes so, there is no answer as of this time. Mr. Mayes suggested the scenario was to have four lanes with a turn lane all the way from Saxon along the CRA corridor. Mr. Bowley suggested that would be ideal and as the CRA develops over time it would receive incremental financing. He stated that reinvestment would go back into the CRA and that would enable you to take on the large capital projects such as widening or realigning the roadways. Mr. Desmond asked if there were any dollars budgeted so far. Mr. Bowley answered

no; everything has been done in-house so far by the planning and zoning staff. He stated it is his intent to take the proposal to the Commission at a workshop meeting on August 23rd, get their feedback, amend or revise the document and start the dialogue with the County to get their feedback. Mr. Desmond asked if it would require tearing down the existing plaza on Deltona Blvd. and rebuilding it closer to the street to update the development pattern. He answered that the City of Orlando has been going through this for about 15 years and gave an example of the old Colonial Plaza where they built some of the new buildings near the street and left some of the older buildings in the back. He gave another example in Winter Park where they kept the old Dillard's building and built a movie complex, a Publix and the boulevard where it comes into the mall. He concluded they may keep some of the buildings and build some new ones but hopefully the private sector would come in and work with the City to let the City know what they would like to do. He stated there are other criteria such as the dedication of rights of way, who would maintain them and who would own them. He gave an example of the private development building the main boulevard in Winter Park and then dedicating it to the City so the city owns and maintains the main boulevard with the driveways and land uses being owned by the private development. Mr. Braddy asked about the infrastructure in the area of Deltona Blvd. on the south end. Mr. Bowley answered there is water and sewer however the sewer was created for residential and it would have to be upsized. He stated the key first step would be to have all your sub-surface capital improvements in place adding that now is a good time to establish a CRA as property values are down. He cautioned however that you want to make your improvements according to an incremental schedule so as to keep the investment and re-investment in the black. He stated what a commitment to a CRA would do is provide for a committed funding source to make capital improvements within the CRA area. He pointed out that there is support for a CRA in this area from both the county and the Enterprise Preservation Authority in that it ties in with the county's major capital investment in the DeBary Avenue bypass and meets the Enterprise Preservation Authority's long range goals of less intensive commercial in their overlay district. Mr. Desmond asked if there was any idea when the whole project would be completed. Mr. Bowley stated the next important date for him is the August 23rd Commission workshop when he makes a presentation to the Commission to see if there is interest and support in the findings of necessity for a CRA. He stated hopefully they will give staff feedback and go into the document and then he will start to engage the county and the public. He stated at that point they could have that document to the point of being able to go before the County Council formally to get their feedback. He added that personally he would like to have everything on the front end done by the first of the year and go into the year 2013 with a good start. He stated the last step would be doing the redevelopment plan with the detail as far as the planning purposes are concerned which includes the financing mechanisms, strategies and capital improvement schedule, etc. He stated once everything is approved by everyone and we are granted a CRA we would need to establish a CRA agency, a CRA boundary and set up the financing mechanisms. He concluded his presentation by pointing out there is a lot of work to do.

B. Determination of program for the next meeting:

Chairman Braddy suggested the next meeting center around the direction from the September 10th Commission Workshop and asked if anyone had any thoughts on that. Mr. Mayes agreed that was a good suggestion; the sub-committee could look at what the Commission gave us and if they said 'no' the sub-committee could just go back to working on the micro-incubator study or maybe start working on the lakeshore area. He suggested since the lakeshore topic is new the sub-committee could spend the rest of the meeting on what we need to do, who we need to talk to and everything else we need to get started. He stated for the next meeting he would look at having someone come in to talk about micro-incubators; possibly somebody from UCF or Embry Riddle or someone who would like to work with us on the micro-incubator. He asked if everyone had received the email with the grant application and stated the grant was being worked on. He added once the grant application is completed it will have to go before the Commission for approval and determination of setting aside any matching funds if we should receive the grant. He stated he is also looking at CDBG funds. He stated he will be meeting with John Wannamaker and his troops next week to look at an idea for what the micro-incubator could look like, possibly having a water color rendering done.

Mr. Desmond asked if Mr. Mayes was looking at a new or an existing facility. Mr. Mayes answered at this time it would be new construction as there is no existing building so he is just getting a color rendering to have an idea of what a facility would look like and an idea of what it would cost with the city owned land being donated. Mr. Desmond suggested a store front facility with some parking where the business could have the ability to pull their vehicle(s) inside but still look professional. Mr. Mayes agreed that we would want the facility to be totally functional and still look good. Chairman Braddy stated we need to build geared to light manufacturing keeping in mind who our customers are as well as looking at future growth. Mr. Mayes tasked the sub-committee members to jot down the names and addresses off of work vans parked at houses as they travel around to form a list of people that he could possibly contact to see if there is any interest in a micro-incubator. Mr. Desmond asked if home businesses have to register with the City and if so that could be our first list. Mr. Mayes answered the problem with that list is there are about 3,500 of them and a large number of them are home offices; that is not who we are going after. Chairman Braddy suggested asking Mr. Wannamaker to come to the next meeting. Mr. Mayes stated if Mr. Wannamaker and Mr. Rudis have everything ready they could give a presentation and maybe we will have been tasked by the Commission to study the lakefront area and we can ask them what they think. He suggested inviting the Enterprise Preservation group and Progress Energy to come and speak about the lakefront area. He added he had also met with the City of DeBary to see if they would like to work with us since part of that area is within the City of DeBary.

8. MEMBER COMMENTS:

Mr. Kesler commented that he had heard that McDonalds had approached the side land owners across the street and may be looking at building a new McDonalds adding that the present location would be nice for a good dining restaurant like the Golden Corral.

Ms. Guida commented she appreciated the visuals provided by Mr. Bowley.

Mr. Desmond commented he agreed with Mr. Kesler about getting the Golden Corral and suggested it could locate by the new movie theater. Mr. Mayes commented he had spoken with the owner of the Golden Corral franchise and he is not interested in coming to Deltona however he is talking to TGI Fridays, Panera Bread and others.

Chairman Braddy asked the sub-committee members to try to make the workshop on September 10th commenting that it will have a direct impact on what we want to do. Mr. Kesler suggested it would show there is interest.

9. PUBLIC COMMENTS:

Someone commented they had heard there was a Great Clips interested in going in next to the movie theater. Mr. Mayes commented that was true however they would want to rent a space in a retail strip mall building and there is none there at this time. He added Mr. DeMarsh has just gotten his final site plan approved by the City and the County which will allow him to sell a piece of land there. He stated Race Trac is going in there and he has already been approached by McDonalds; both will be building their own sites.

10. CONFIRMATION OF NEXT MEETING DATE, TIME AND LOCATION.

Next meeting scheduled for Friday, September 14, 2012 at 3:30 p.m. in the 2nd Floor Conference Room.

11. ADJOURNMENT:

Motion was made by Ms. Guida, seconded by Mr. Kesler to adjourn the meeting.

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2 **Motion carried with members present voting unanimously.**
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4 The meeting adjourned at 4:37 p.m.
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10 _____
11 **Roy Braddy, Chairman**
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13 **ATTEST:**
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18 _____
Janet Day, Admin. Assistant II